



06.2024

BATI
BIROUL DE AUDIT AL TIRAJELOR
SI INTERNETULUI

 GEMIOUS

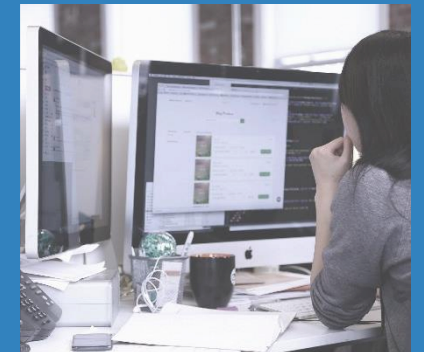
ONLINE AUDIENCE STUDY MOLDOVA

Agencies



BATI

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1.462mln

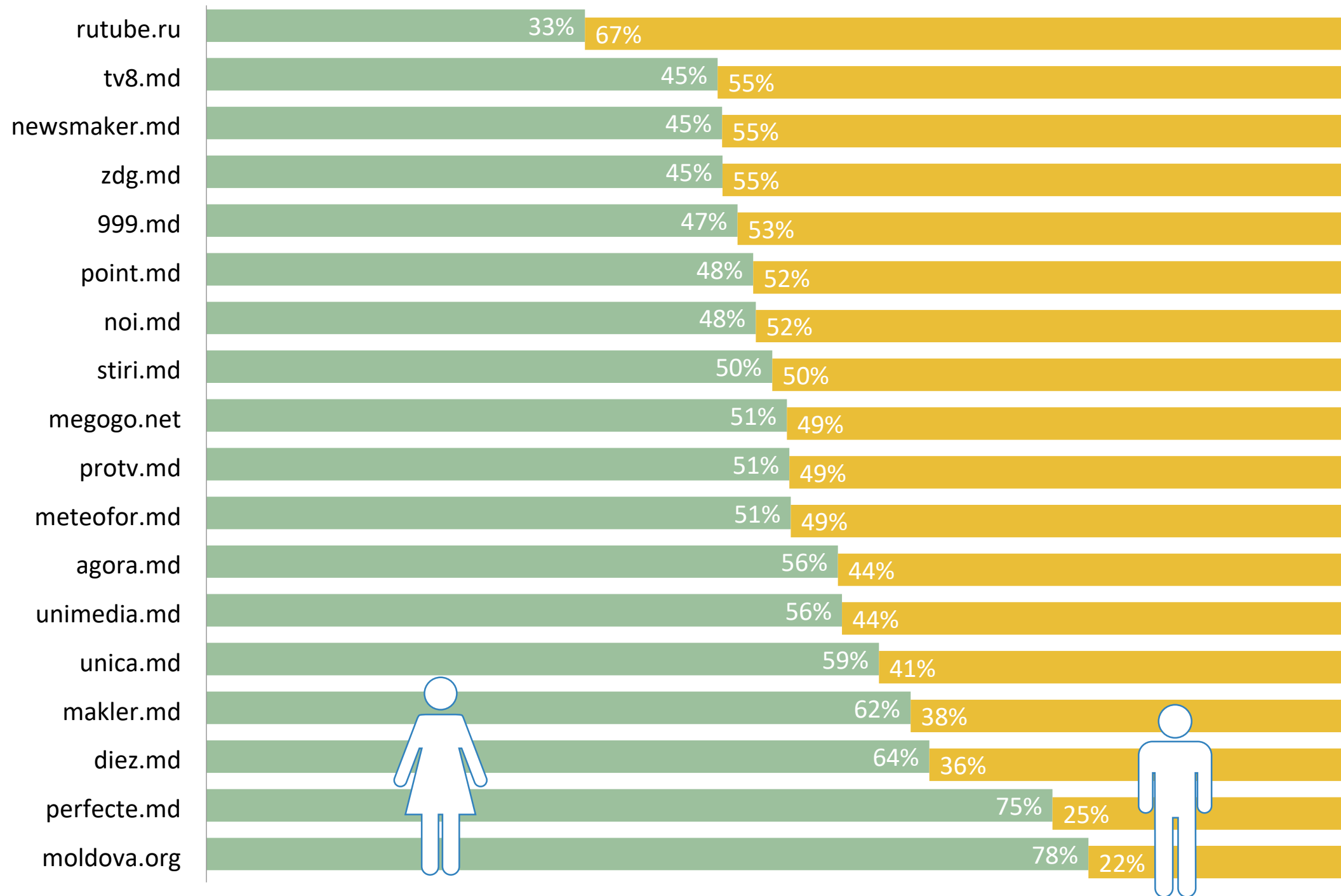
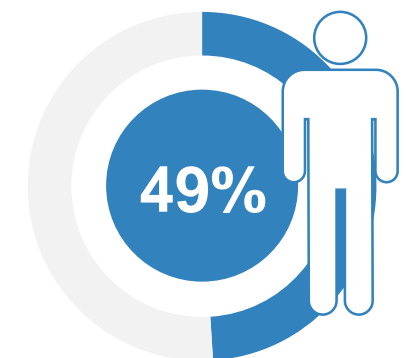
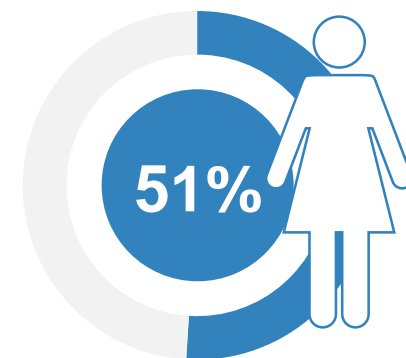
Internet users in Moldova

1.391mln

with daily use frequency
June 2024

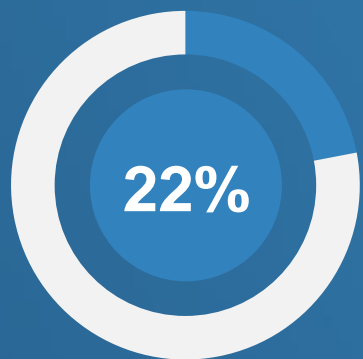


GENDER

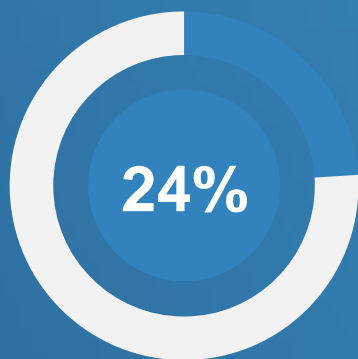


BATI

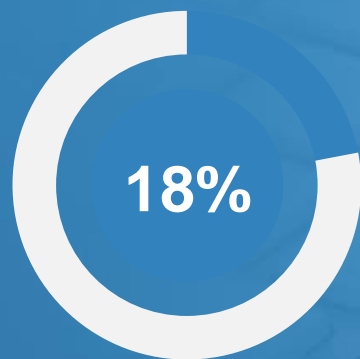
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SI INTERNETULUI



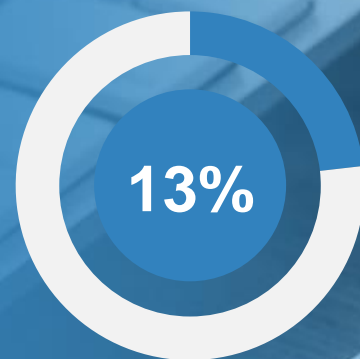
15 – 24



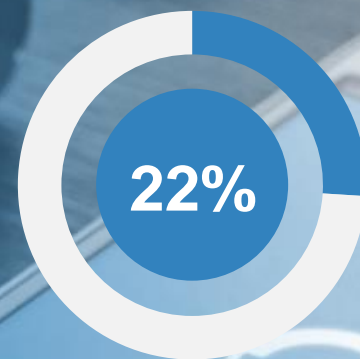
25 – 34



35 – 44



45 – 54



55+

Age

AUDIENCE COMPOSITION

AGE

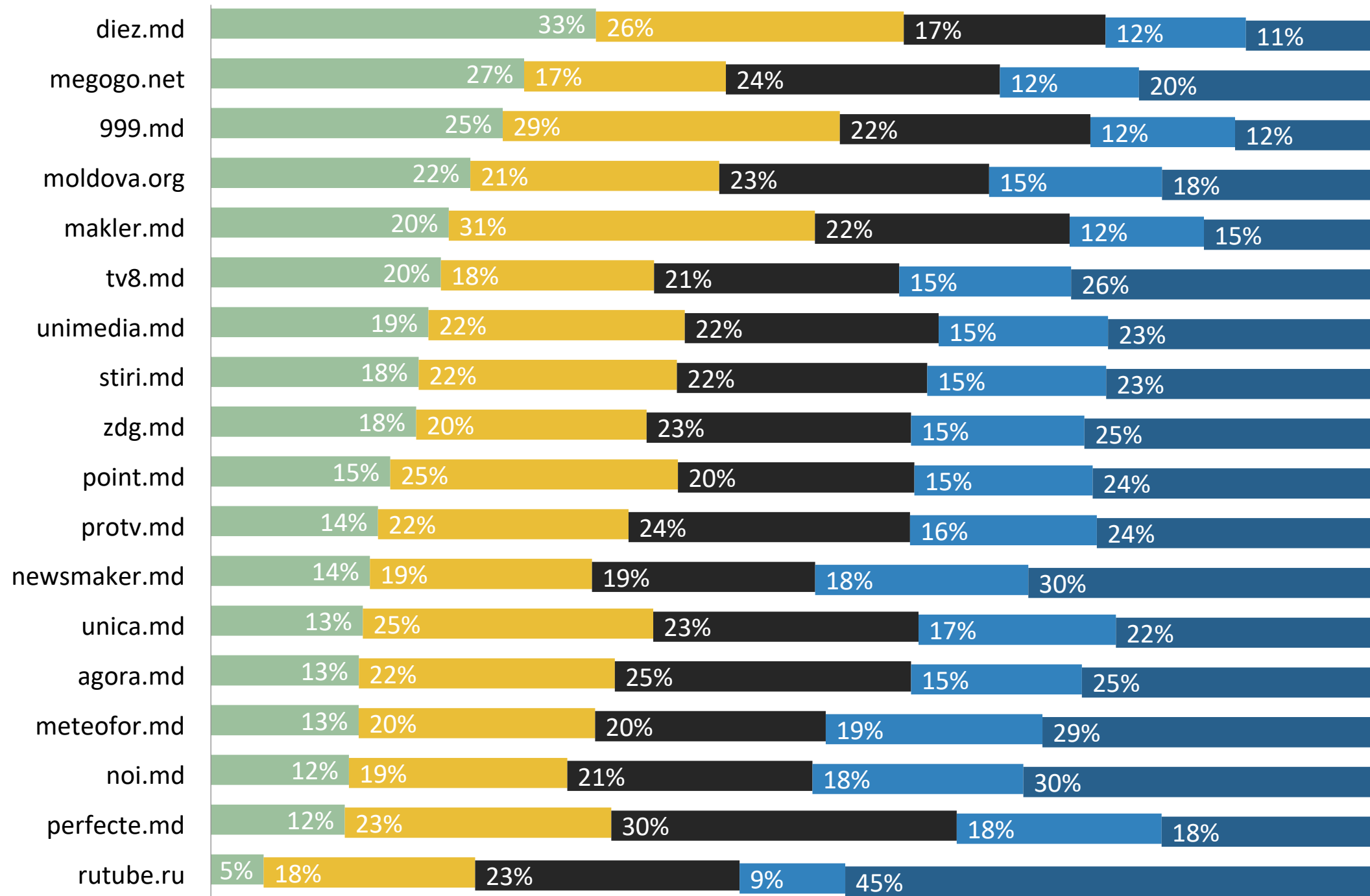
15 - 24

25 - 34

35 - 44

45 - 54

55+



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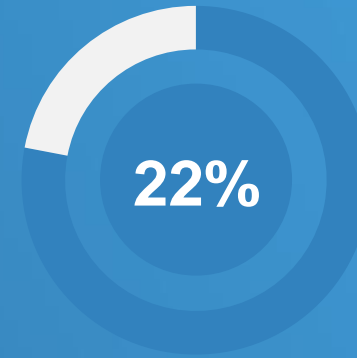


Education

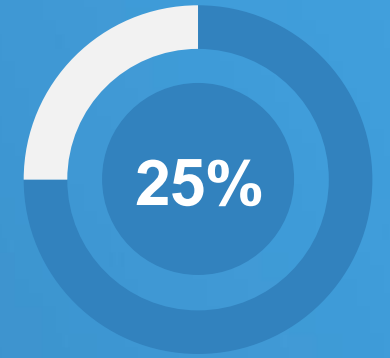
AUDIENCE COMPOSITION



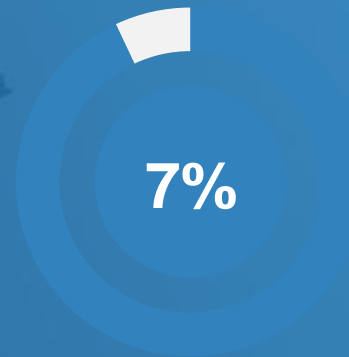
Elementary



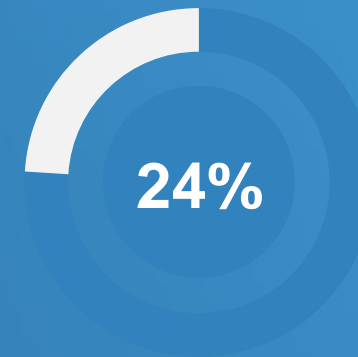
Vocational



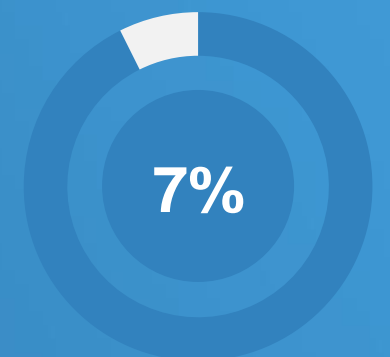
High school



Post high /
college



University



MBA
/ doctorate

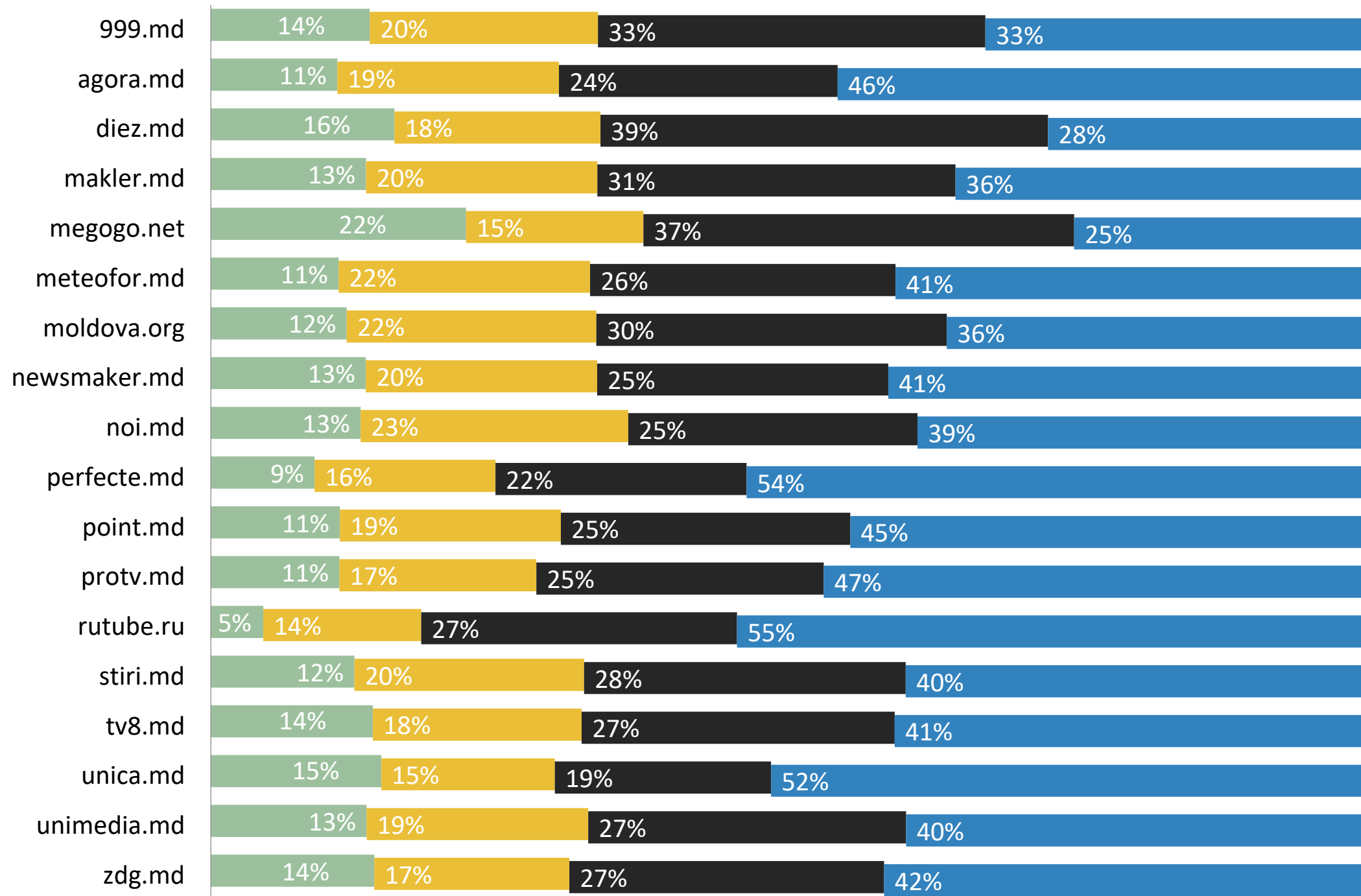
EDUCATION

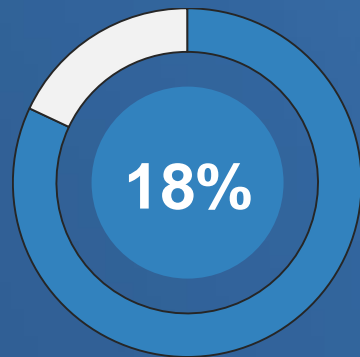
Elementary

Vocational

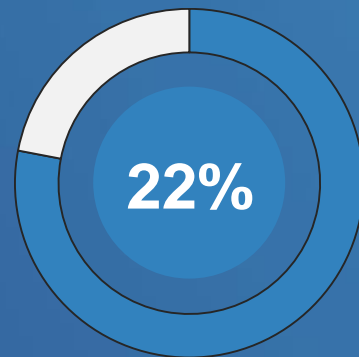
High school
/college

University
/MBA

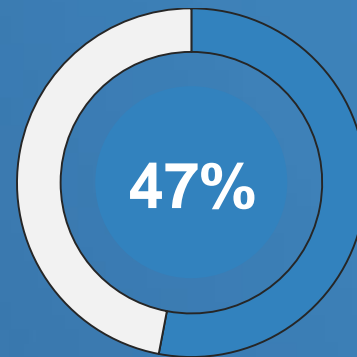




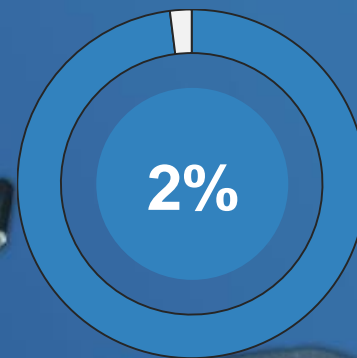
Student,
Schooler



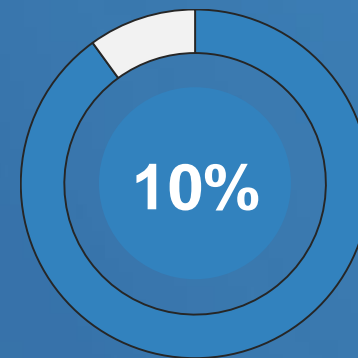
Pensioner, Housewife,
Unemployed



Specialist, Manager,
Technical



Middle Level
Manager



Owner/CEO

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Occupation

AUDIENCE COMPOSITION

Occupation

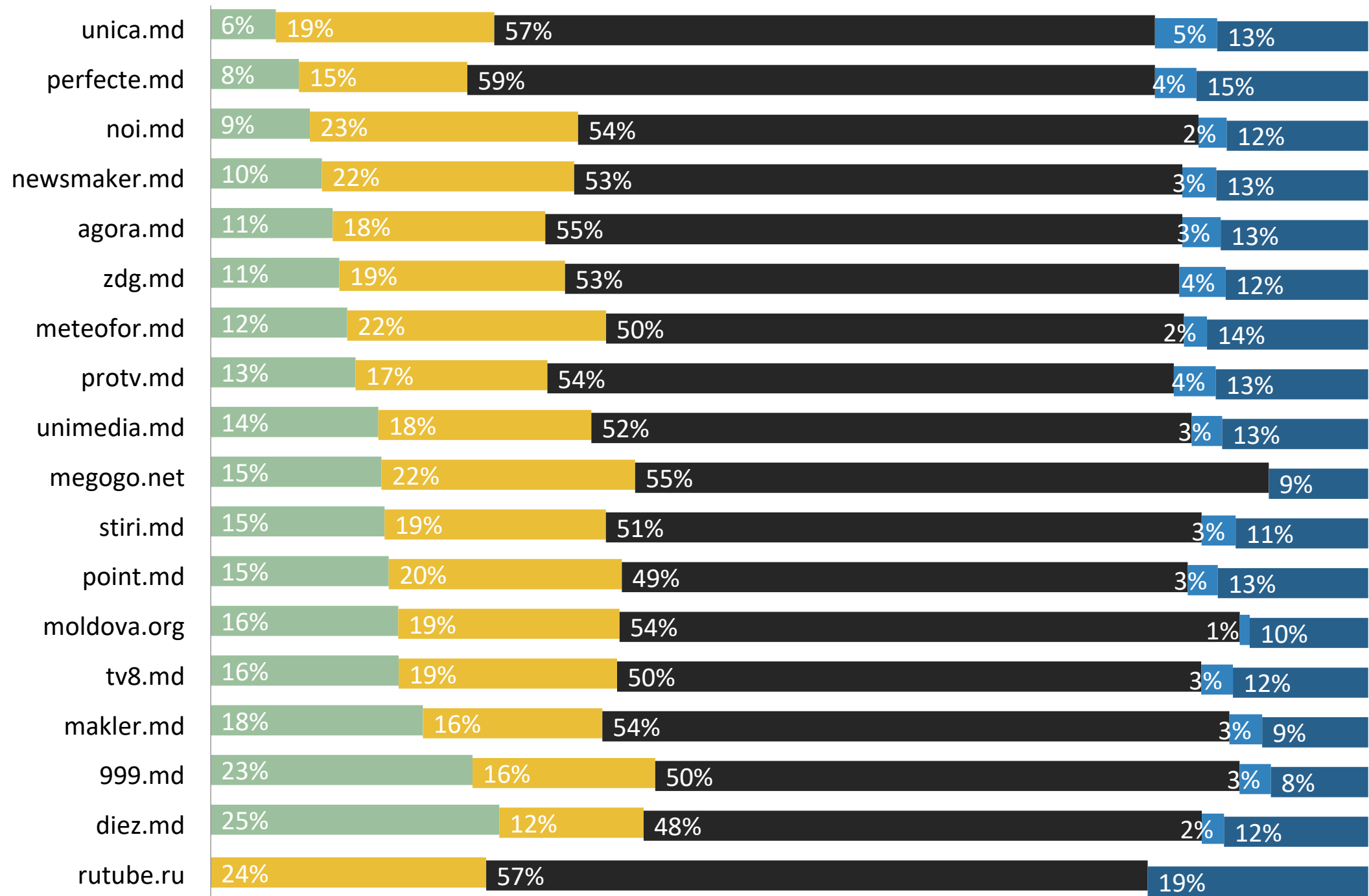
Student/Schooler

Unemployed

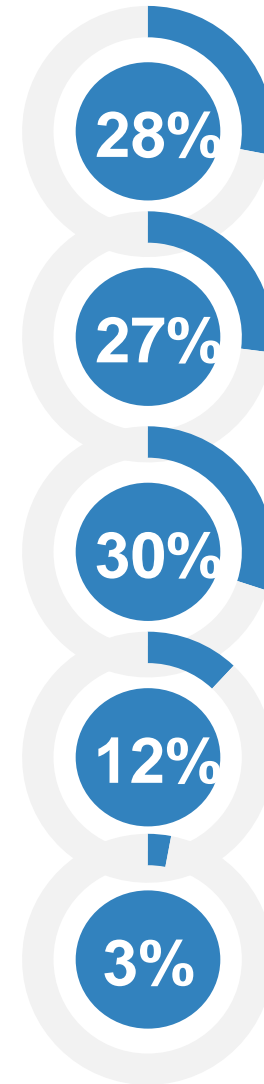
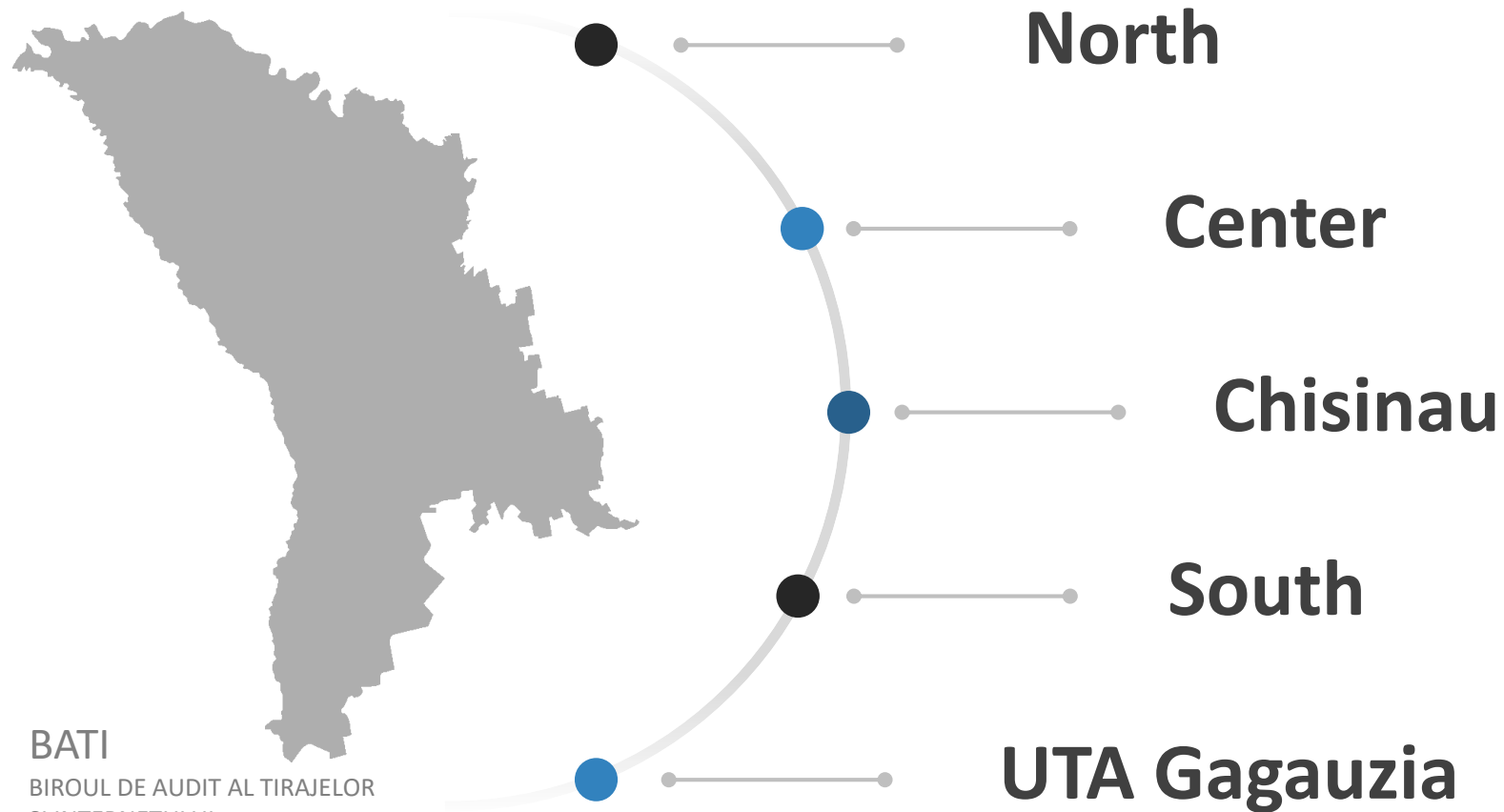
Specialist

Middle level manager

Owner/CEO

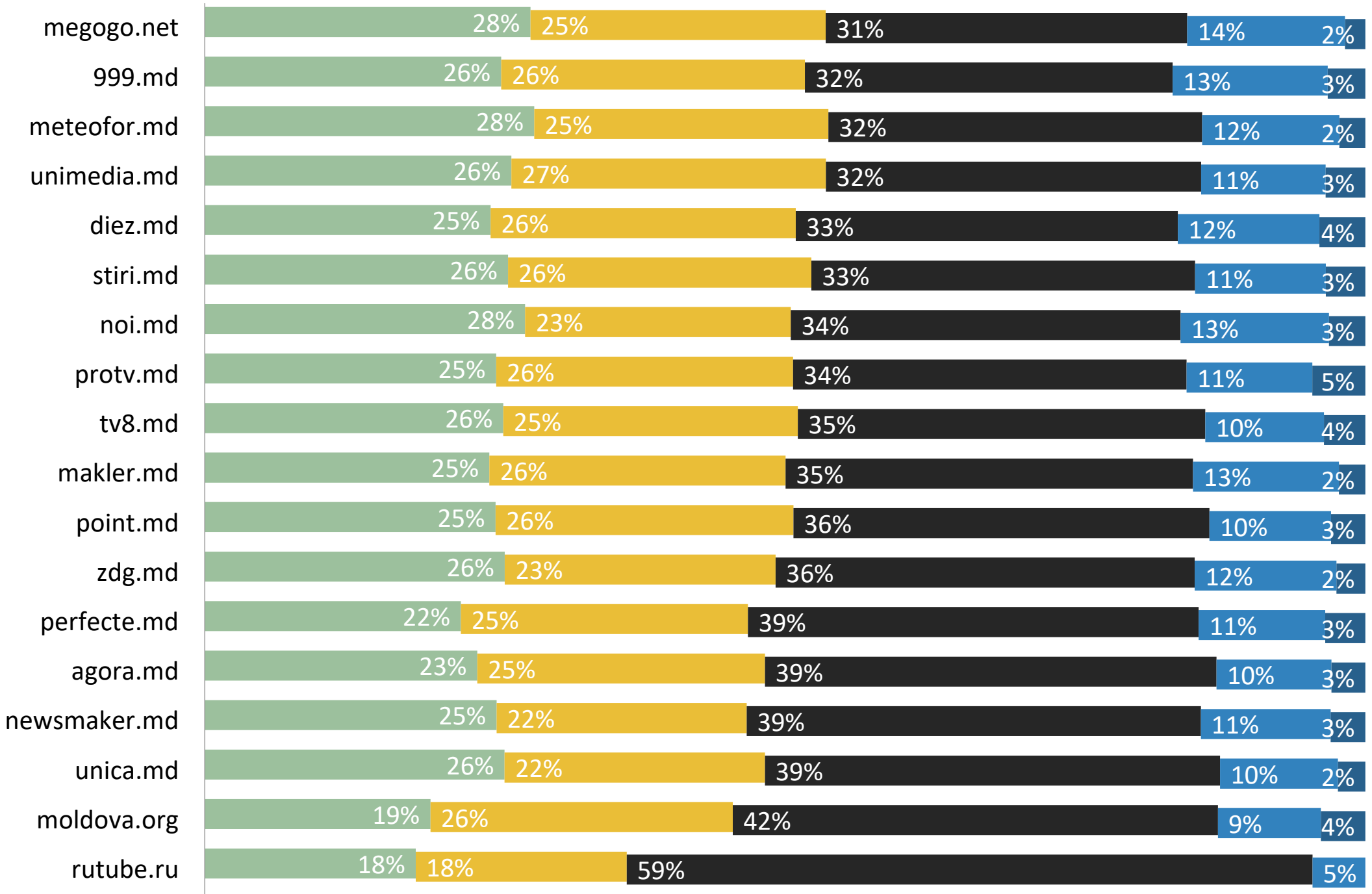


Regions of living

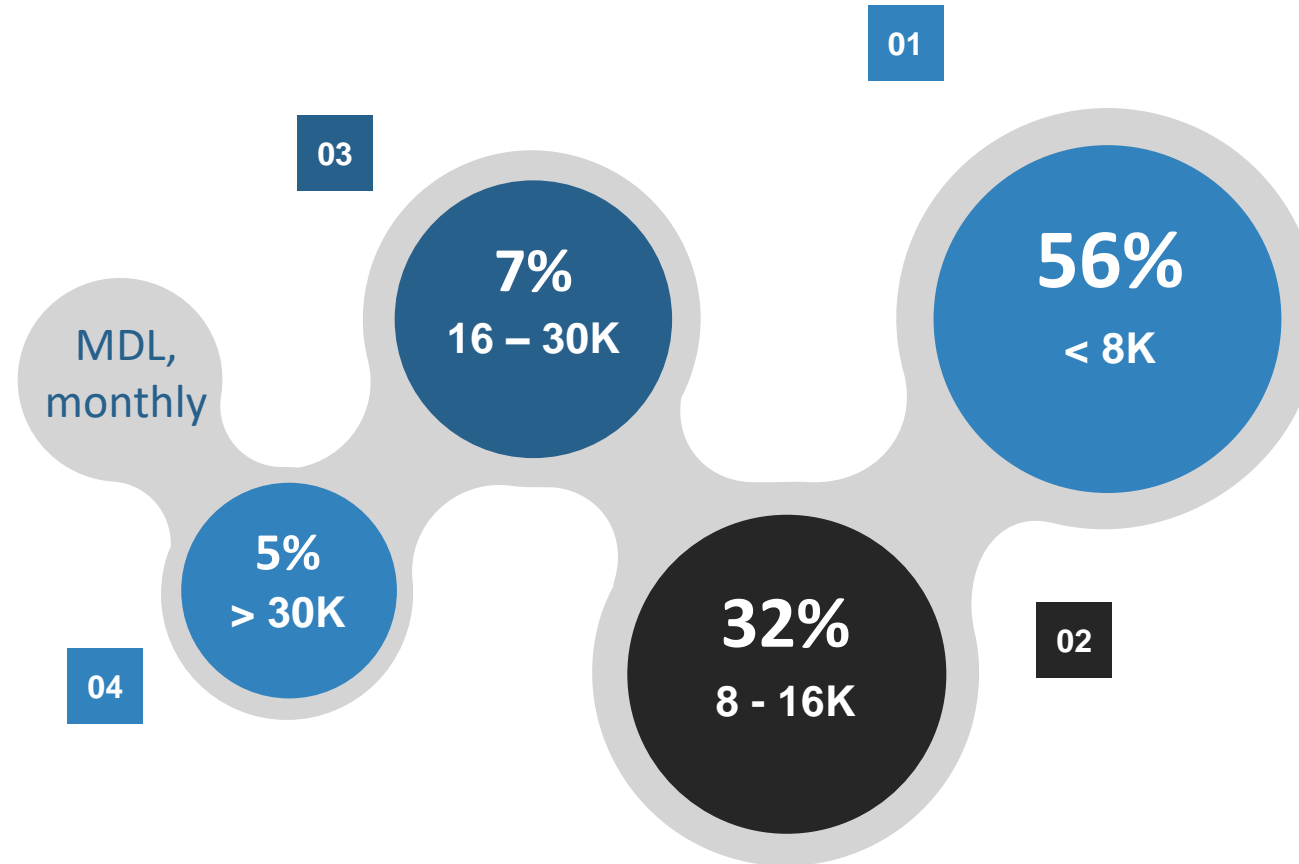


Regions

- North
- Center
- Chisinau
- South
- UTA Gagauzia



Net Income



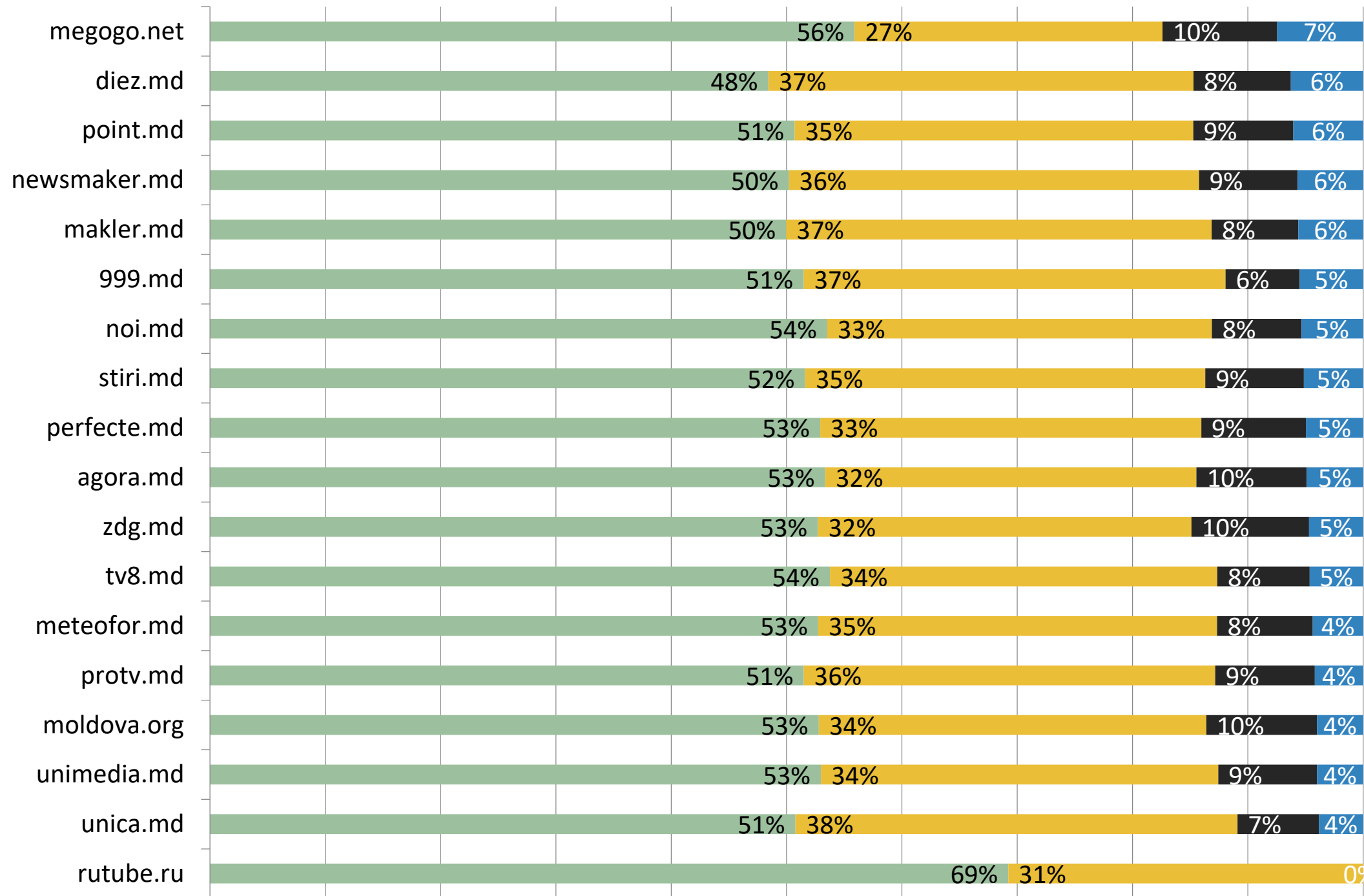
Regions

< 8K

8K – 16K

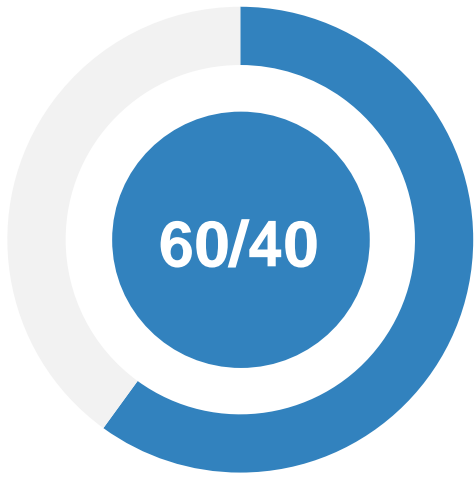
16K – 30K

> 30K



Rural vs Urban

online audience



60% URBAN
40% RURAL



Urban/Rural

Urban

Rural

